

BAY AREA PROJECT WORK PLAN

Project Plan Amended Date: May 1, 2003

Team: Communications

Team Leader: John Folck

ASSUMPTIONS: Closure of Agnews Developmental Center by June, 2005

#	Task Name	Start Date	Due Date	Who's in Charge	Specifications
1	Establish Communications Team and select team leader	Jan 10, 03		Harold Pitchford, Exec Director ADC	John Folck, Program Director selected
2	Communications Team Leader to develop facility wide team membership	Jan 15, 03	Jan 20, 03	John Folck, ADC	Recruit membership from all programs and departments.
3	Develop concept and establish essential elements of Communications Team	Jan 25, 03	Feb 15, 03	John Folck, ADC	Elements include, Broad based membership Access to current info Ability to analyze info Develop strategies to disseminate info Synthesize work of all committees and provide accurate consistent and informative info to all
4	First meeting of the Communications Team	Jan 29, 03		John Folck, ADC	Every two weeks starting this date

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5	Develop informational newsletter	Feb 1, 03	Feb 20, 03	Ruth Richey, ADC Kathleen Lee, ADC	Name – New Beginnings selected by the team. Newsletter to be published once a month until greater need is determined
6	Establish external membership through Bay Area Project	Feb 22, 03		Paul Carlton, DDS	List of interested individuals to be generated from planning meeting and by inquiries to the Bay Area Project
7	Review newsletter content and develop ongoing format	Feb 27, 03	March 13, 03	Ruth Richey, ADC Kathleen Lee, ADC Team members	Content to include planning update by each team, rumor control, membership and contact numbers of the Communication Team, info as appropriate from the project chair and other interested individuals

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8	Establish system for receiving and addressing rumors in a timely manner	Feb 27, 03	March 13, 03	John Folck, ADC	Ruth Richey to arrange mail box in mail room New Beginnings to publish mail box address New beginnings to have form to submit rumors, questions etc. to Comm. Team New Beginnings to publish and discuss rumors to control spread of inaccurate info.
9	Develop project specific website either locally or through DDS	March 13, 03	May 1, 03	Melinda Gonser, DDS	Determine format by which info can be uploaded to website
10	Develop consumer friendly newsletter to be used at People First meetings. Info to be generated from New Beginnings	April 1, 03	June 1, 03	Carol Risley, DDS	

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11	Establish Speakers Bureau	April 24, 03	May 22, 03	John Folck, ADC	Bureau to provide tours, speakers for community groups, contacts for media requests
12	New Beginnings newsletter	Ongoing Monthly		Ruth Richey, ADC Kathleen Lee, ADC	